

## ORDER



KSDK

**Orders**  
**Order / Rev:** 711175  
**Alt Order #:** 06301488  
**Product Desc:** MARTIN FOR ATTY GEN  
**Estimate:** C23C29  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/19/12 / 10/19/12  
**Order Type:** Political

**Primary AE:** Kristin Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Smart Media Group Inc/ POL  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Martin,E/ R / Attorney General  
**Demographic:** A35+  
**Product Codes:** PL-State/Local Misc  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/22/12   | 10/28/12 | 31      | \$24,190.00  | \$20,561.50 |
| 10/29/12   | 11/04/12 | 3       | \$1,410.00   | \$1,198.50  |

## Totals

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating        |
|---------------|-----------|--------------------|--------------------|---------------|
| October 2012  | 31        | \$24,190.00        | \$20,561.50        | 142.50        |
| November 2012 | 3         | \$1,410.00         | \$1,198.50         | 9.30          |
| <b>Totals</b> | <b>34</b> | <b>\$25,600.00</b> | <b>\$21,760.00</b> | <b>151.80</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kristin Waskie    |              |              | Start Of Order - End Of Order | 100%    |

## Order Share

|        | Share | Total       |
|--------|-------|-------------|
| KSDK   | 42%   | \$25,600.00 |
| Market | 100%  | \$60,952.38 |

## Competitive Share

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| KDNL  | 4%    | \$2,438.10  |
| KETC  | 0%    | \$0.00      |
| KMOV  | 31%   | \$18,895.24 |
| KNLC  | 0%    | \$0.00      |
| KPLR  | 5%    | \$3,047.62  |
| KTVI  | 18%   | \$10,971.43 |
| UNKWN | 0%    | \$0.00      |
| WHSL  | 0%    | \$0.00      |
| WPXS  | 0%    | \$0.00      |
| WRBU  | 0%    | \$0.00      |

| Ln          | Ch        | Start             | End             | Inventory Code         | Break | Start/End Time        | Days              | Len           | Spots       | Rate                  | Pri           | Rtg        | Type        | Spots | Amount |
|-------------|-----------|-------------------|-----------------|------------------------|-------|-----------------------|-------------------|---------------|-------------|-----------------------|---------------|------------|-------------|-------|--------|
| 1           | KSDK      | 10/23/12          | 10/28/12        | M-F 430-5p<br>Jeopardy | CM    | 430-5p                | -T-----           | :30           | 1           | \$550.00              | P-3           | 5.30       | NM          | 0     | \$0.00 |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       |                       | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |        |
| Week:       |           | 10/22/12          | 10/28/12        | -T-----                |       |                       | 1                 |               | \$550.00    |                       | 5.30          |            |             |       |        |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>     |       | <u>Start/End Time</u> | <u>Weekdays</u>   | <u>Length</u> |             | <u>Rate</u>           |               | <u>Rtg</u> | <u>Type</u> |       |        |
| 1           | KSDK      | 10/22/12-10/28/12 |                 | M-F 430-5p             |       | 430-5p                | -T-----           | :30           |             | <del>(\$550.00)</del> |               | 5.30       | NM          |       |        |



Order / Rev: 711175  
 Alt Order #: 06301488  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Martin,E/ R / Attorney General  
 Product Desc: MARTIN FOR ATTY GEN  
 Estimate: C23C29  
**KSDK**

| Ln    | Ch   | Start             | End             | Inventory Code                       | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount   |
|-------|------|-------------------|-----------------|--------------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|----------|
| 6     | KSDK | 10/29/12          | 10/29/12        | M-F 5-6A<br>5-6a                     | CM    | 5-6A           | M-----  | :30 | 1                 | \$300.00    | P-3 | 2.10          | NM   | 1     | \$300.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/29/12          | 11/04/12        | M-----                               |       |                |         |     | 1                 | \$300.00    |     | 2.10          |      |       |          |
| 7     | KSDK | 10/23/12          | 10/28/12        | M-F 6-7A<br>6-7a                     | CM    | 6-7A           | --W---- | :30 | 1                 | \$550.00    | P-3 | 3.40          | NM   | 1     | \$550.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/22/12          | 10/28/12        | --W----                              |       |                |         |     | 1                 | \$550.00    |     | 3.40          |      |       |          |
| 8     | KSDK | 10/23/12          | 10/28/12        | M-F 6-7A<br>6-7a                     | CM    | 6-7A           | ----F-- | :30 | 1                 | \$550.00    | P-3 | 3.40          | NM   | 1     | \$550.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/22/12          | 10/28/12        | ----F--                              |       |                |         |     | 1                 | \$550.00    |     | 3.40          |      |       |          |
| 9     | KSDK | 10/29/12          | 10/29/12        | M-F 6-7A<br>6-7a                     | CM    | 6-7A           | M-----  | :30 | 1                 | \$550.00    | P-3 | 3.40          | NM   | 1     | \$550.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/29/12          | 11/04/12        | M-----                               |       |                |         |     | 1                 | \$550.00    |     | 3.40          |      |       |          |
| 10    | KSDK | 10/23/12          | 10/28/12        | M-F NBC Today 7-9A<br>NBC Today 7-9A | CM    | 7-9A           | -T----- | :30 | 1                 | \$560.00    | P-3 | 3.80          | NM   | 1     | \$560.00 |
|       |      | REVISED RATE      |                 |                                      |       |                |         |     |                   |             |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/22/12          | 10/28/12        | -T-----                              |       |                |         |     | 1                 | \$560.00    |     | 3.80          |      |       |          |
| 11    | KSDK | 10/23/12          | 10/28/12        | M-F NBC Today 7-9A<br>NBC Today 7-9A | CM    | 7-9A           | --W---- | :30 | 1                 | \$560.00    | P-3 | 3.80          | NM   | 1     | \$560.00 |
|       |      | REVISED RATE      |                 |                                      |       |                |         |     |                   |             |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/22/12          | 10/28/12        | --W----                              |       |                |         |     | 1                 | \$560.00    |     | 3.80          |      |       |          |
| 12    | KSDK | 10/23/12          | 10/28/12        | M-F NBC Today 7-9A<br>NBC Today 7-9A | CM    | 7-9A           | ---T--- | :30 | 1                 | \$560.00    | P-3 | 3.80          | NM   | 1     | \$560.00 |
|       |      | REVISED RATE      |                 |                                      |       |                |         |     |                   |             |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/22/12          | 10/28/12        | ---T---                              |       |                |         |     | 1                 | \$560.00    |     | 3.80          |      |       |          |
| 13    | KSDK | 10/23/12          | 10/28/12        | M-F NBC Today 7-9A<br>NBC Today 7-9A | CM    | 7-9A           | ----F-- | :30 | 1                 | \$560.00    | P-3 | 3.80          | NM   | 1     | \$560.00 |
|       |      | REVISED RATE      |                 |                                      |       |                |         |     |                   |             |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/22/12          | 10/28/12        | ----F--                              |       |                |         |     | 1                 | \$560.00    |     | 3.80          |      |       |          |
| 14    | KSDK | 10/29/12          | 10/29/12        | M-F NBC Today 7-9A<br>NBC Today 7-9A | CM    | 7-9A           | M-----  | :30 | 1                 | \$560.00    | P-3 | 3.80          | NM   | 1     | \$560.00 |
|       |      | REVISED RATE      |                 |                                      |       |                |         |     |                   |             |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/29/12          | 11/04/12        | M-----                               |       |                |         |     | 1                 | \$560.00    |     | 3.80          |      |       |          |
| 15    | KSDK | 10/23/12          | 10/28/12        | Sat 6-7A<br>Sat 6-7A                 | CM    | 6-7A           | -----S- | :30 | 1                 | \$250.00    | P-3 | 3.00          | NM   | 1     | \$250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/22/12          | 10/28/12        | -----S-                              |       |                |         |     | 1                 | \$250.00    |     | 3.00          |      |       |          |
| 16    | KSDK | 10/23/12          | 10/28/12        | SAT TDY<br>NBC Today Show (Sa)       | CM    | 7-9A           | -----S- | :30 | 1                 | \$500.00    | P-3 | 2.90          | NM   | 1     | \$500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/22/12          | 10/28/12        | -----S-                              |       |                |         |     | 1                 | \$500.00    |     | 2.90          |      |       |          |
| 17    | KSDK | 10/23/12          | 10/28/12        | Sat 9a<br>Sat 9-10a                  | CM    | 9-10A          | -----S- | :30 | 1                 | \$500.00    | P-3 | 4.50          | NM   | 1     | \$500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/22/12          | 10/28/12        | -----S-                              |       |                |         |     | 1                 | \$500.00    |     | 4.50          |      |       |          |
| N18   | KSDK | 10/23/12          | 10/28/12        | SUN TDY<br>NBC Today Show (Su)       | CM    | 7-8A           | -----S  | :30 | 1                 | \$500.00    | P-3 | 5.10          | NM   | 0     | \$0.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/22/12          | 10/28/12        | -----S                               |       |                |         |     | 1                 | \$500.00    |     | 5.10          |      |       |          |

Order / Rev: 711175  
 Alt Order #: 06301488  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Martin,E/ R / Attorney General  
 Product Desc: MARTIN FOR ATTY GEN  
 Estimate: C23C29

KSDK

| Ln   | Ch   | Start    | End      | Inventory Code                            | Break | Start/End Time | Days    | Len | Spots | Rate       | Pri | Rtg  | Type | Spots | Amount     |
|--|------|----------|----------|---|-------|----------------|---------|-----|-------|------------|-----|------|------|-------|------------|
| N18  | KSDK | 10/23/12 | 10/28/12 | SUN TDY<br>NBC Today Show (Su)            | CM    | 7-8A           | -----S  | :30 | 1     | \$500.00   | P-3 | 5.10 | NM   | 0     | \$0.00     |
| <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br/>                     Week: 10/22/12 10/28/12 -----S 1 \$500.00 5.10<br/> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u><br/>                     1 KSDK 10/22/12-10/28/12 SUN TDY 7-8A -----Su :30 <del>(\$500.00)</del> 5.10 NM<br/>                     See MG 3.2,3.3,3.4,3.5,3.6,3.7,3.8<br/>                     [Need \$750 to clear]                 </div>                |      |          |          |   |       |                |         |     |       |            |     |      |      |       |            |
| N19  | KSDK | 10/23/12 | 10/28/12 | M-F 5P News<br>News Channel 5 at 5P       | CM    | 5-530P         | --W---- | :30 | 1     | \$1,250.00 | P-3 | 8.60 | NM   | 0     | \$0.00     |
| <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br/>                     Week: 10/22/12 10/28/12 --W---- 1 \$1,250.00 8.60<br/> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u><br/>                     1 KSDK 10/22/12-10/28/12 M-F 5P News 5-530P --W----- :30 <del>(\$1,250.00)</del> 8.60 NM<br/>                     See MG 3.2,3.3,3.4,3.5,3.6,3.7,3.8<br/>                     [Need \$1875 top clear]                 </div>  |      |          |          |   |       |                |         |     |       |            |     |      |      |       |            |
| N20  | KSDK | 10/23/12 | 10/28/12 | M-F 6P News<br>News Channel 5 at 6P       | CM    | 6-630P         | -T----- | :30 | 1     | \$1,350.00 | P-3 | 8.60 | NM   | 0     | \$0.00     |
| <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br/>                     Week: 10/22/12 10/28/12 -T----- 1 \$1,350.00 8.60<br/> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u><br/>                     1 KSDK 10/22/12-10/28/12 M-F 6P News 6-630P -T----- :30 <del>(\$1,350.00)</del> 8.60 NM<br/>                     See MG 3.2,3.3,3.4,3.5,3.6,3.7,3.8<br/>                     [Needs \$2025 to clear]                 </div>   |      |          |          |   |       |                |         |     |       |            |     |      |      |       |            |
| N21  | KSDK | 10/23/12 | 10/28/12 | M-F 6P News<br>News Channel 5 at 6P       | CM    | 6-630P         | --W---- | :30 | 1     | \$1,350.00 | P-3 | 8.60 | NM   | 0     | \$0.00     |
| <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br/>                     Week: 10/22/12 10/28/12 --W---- 1 \$1,350.00 8.60<br/> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u><br/>                     1 KSDK 10/22/12-10/28/12 M-F 6P News 6-630P --W----- :30 <del>(\$1,350.00)</del> 8.60 NM<br/>                     See MG 3.2,3.3,3.4,3.5,3.6,3.7,3.8<br/>                     [Needs \$2025 to clear]                 </div>  |      |          |          |   |       |                |         |     |       |            |     |      |      |       |            |
| N22  | KSDK | 10/23/12 | 10/28/12 | M-F 6P News<br>News Channel 5 at 6P       | CM    | 6-630P         | ---T--- | :30 | 1     | \$1,350.00 | P-3 | 8.60 | NM   | 0     | \$0.00     |
| <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br/>                     Week: 10/22/12 10/28/12 ---T--- 1 \$1,350.00 8.60<br/> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u><br/>                     1 KSDK 10/22/12-10/28/12 M-F 6P News 6-630P ---Th---- :30 <del>(\$1,350.00)</del> 8.60 NM<br/>                     See MG 3.2,3.3,3.4,3.5,3.6,3.7,3.8<br/>                     [Needs \$2025 to clear]                 </div> |      |          |          |   |       |                |         |     |       |            |     |      |      |       |            |
| N23  | KSDK | 10/29/12 | 10/29/12 | M-F 6P News<br>News Channel 5 at 6P       | CM    | 6-630P         | M-----  | :30 | 1     | \$1,350.00 | P-3 | 8.60 | NM   | 0     | \$0.00     |
| <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br/>                     Week: 10/29/12 11/04/12 M----- 1 \$1,350.00 8.60<br/> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u><br/>                     1 KSDK 10/29/12-11/04/12 M-F 6P News 6-630P M----- :30 <del>(\$1,350.00)</del> 8.60 NM<br/>                     See MG 3.2,3.3,3.4,3.5,3.6,3.7,3.8<br/>                     [Need \$2025 to clear]                 </div>      |      |          |          |   |       |                |         |     |       |            |     |      |      |       |            |
| 24   | KSDK | 10/23/12 | 10/28/12 | Sat 6p<br>News Channel 5 at 6P Sat        | CM    | 6-630P         | -----S- | :30 | 1     | \$1,050.00 | P-2 | 6.80 | NM   | 1     | \$1,050.00 |
| <div>                     REVISED RATE<br/> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br/>                     Week: 10/22/12 10/28/12 -----S- 1 \$1,050.00 6.80                 </div>  |      |          |          |   |       |                |         |     |       |            |     |      |      |       |            |
| 25   | KSDK | 10/23/12 | 10/28/12 | NC5 at 5P Sun<br>News Channel 5 at 5P Sun | CM    | 5-530P         | -----S  | :30 | 1     | \$1,050.00 | P-2 | 6.70 | NM   | 1     | \$1,050.00 |
| <div>                     REVISED RATE<br/> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br/>                     Week: 10/22/12 10/28/12 -----S 1 \$1,050.00 6.70                 </div>   |      |          |          |   |       |                |         |     |       |            |     |      |      |       |            |
| 26   | KSDK | 10/23/12 | 10/28/12 | LN (Sa)<br>LN (Sa)                        | CM    | 10-1035p       | -----S- | :30 | 1     | \$1,800.00 | P-2 | 5.90 | NM   | 1     | \$1,800.00 |

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 Estimate: C23C29  
**KSDK**

| Ln                                 | Ch        | Start             | End             | Inventory Code              | Break | Start/End Time        | Days            | Len           | Spots             | Rate                    | Pri | Rtg           | Type        | Spots | Amount     |
|------------------------------------|-----------|-------------------|-----------------|-----------------------------|-------|-----------------------|-----------------|---------------|-------------------|-------------------------|-----|---------------|-------------|-------|------------|
| REVISED RATE                       |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
|                                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
| Week:                              |           | 10/22/12          | 10/28/12        | -----S-                     |       |                       |                 |               | 1                 | \$1,800.00              |     | 5.90          |             |       |            |
| 27                                 | KSDK      | 10/23/12          | 10/28/12        | 630-7P Wheel                | CM    | 630-7P                | --W----         | :30           | 1                 | \$1,300.00              | P-3 | 9.00          | NM          | 4     | \$975.00   |
|                                    |           |                   |                 | 630-7P Wheel of Fortune     |       |                       |                 |               |                   |                         |     |               |             |       |            |
|                                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
| Week:                              |           | 10/22/12          | 10/28/12        | --W----                     |       |                       |                 |               | 1                 | \$1,300.00              |     | 9.00          |             |       |            |
| <u>Spot</u>                        | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>          |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |       |            |
| 1                                  | KSDK      | 10/22/12-10/28/12 |                 | 630-7P Wheel                |       | 630-7P                | --W-----        | :30           |                   | <del>(\$1,300.00)</del> |     | 9.00          | NM          |       |            |
| See MG 27.2,27.3,27.4,27.5         |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| [Need \$1950 to clear]             |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| 2                                  | KSDK      | 10/23/12-10/25/12 |                 | M-F 430-5p                  |       | 430-5p                | -T-Th----       | :30           |                   | \$825.00                |     | 9.00          | NM          |       |            |
| Ⓜ MG for 28.1,27.1                 |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| [n/a]                              |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| 3                                  | KSDK      | 10/23/12-10/26/12 |                 | M-F 4-5A                    |       | 4-5A                  | -TWThF----      | :30           |                   | \$50.00                 |     | 9.00          | NM          |       |            |
| Ⓜ MG for 28.1,27.1                 |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| [n/a]                              |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| 4                                  | KSDK      | 10/23/12-10/26/12 |                 | M-F 4-5A                    |       | 4-5A                  | -TWThF----      | :30           |                   | \$50.00                 |     | 9.00          | NM          |       |            |
| Ⓜ MG for 28.1,27.1                 |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| [n/a]                              |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| 5                                  | KSDK      | 10/23/12-10/26/12 |                 | M-F 4-5A                    |       | 4-5A                  | -TWThF----      | :30           |                   | \$50.00                 |     | 9.00          | NM          |       |            |
| Ⓜ MG for 28.1,27.1                 |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| [n/a]                              |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| 28                                 | KSDK      | 10/23/12          | 10/28/12        | 630-7P Wheel                | CM    | 630-7P                | ----F--         | :30           | 1                 | \$1,300.00              | P-3 | 9.00          | NM          | 0     | \$0.00     |
|                                    |           |                   |                 | 630-7P Wheel of Fortune     |       |                       |                 |               |                   |                         |     |               |             |       |            |
|                                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
| Week:                              |           | 10/22/12          | 10/28/12        | ----F--                     |       |                       |                 |               | 1                 | \$1,300.00              |     | 9.00          |             |       |            |
| <u>Spot</u>                        | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>          |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |       |            |
| 1                                  | KSDK      | 10/22/12-10/28/12 |                 | 630-7P Wheel                |       | 630-7P                | ----F----       | :30           |                   | <del>(\$1,300.00)</del> |     | 9.00          | NM          |       |            |
| See MG 27.2,27.3,27.4,27.5         |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| [Need \$1950 to clear]             |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| 29                                 | KSDK      | 10/23/12          | 10/28/12        | 630-7P Wheel Sat            | CM    | 630-7P                | -----S-         | :30           | 1                 | \$400.00                | P-3 | 5.80          | NM          | 0     | \$0.00     |
|                                    |           |                   |                 | 630-7P Wheel of Fortune Sat |       |                       |                 |               |                   |                         |     |               |             |       |            |
|                                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
| Week:                              |           | 10/22/12          | 10/28/12        | -----S-                     |       |                       |                 |               | 1                 | \$400.00                |     | 5.80          |             |       |            |
| <u>Spot</u>                        | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>          |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |       |            |
| 1                                  | KSDK      | 10/22/12-10/28/12 |                 | 630-7P Wheel Sat            |       | 630-7P                | -----Sa--       | :30           |                   | <del>(\$400.00)</del>   |     | 5.80          | NM          |       |            |
| See MG 2.2,2.3                     |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| [OVERSOLD]                         |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| N30                                | KSDK      | 10/23/12          | 10/28/12        | Thu Prime C                 | CM    | 9-10P                 | ---T---         | :30           | 1                 | \$1,400.00              | P-3 | 4.80          | NM          | 0     | \$0.00     |
|                                    |           |                   |                 | Rock Center with BW         |       |                       |                 |               |                   |                         |     |               |             |       |            |
|                                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
| Week:                              |           | 10/22/12          | 10/28/12        | ---T---                     |       |                       |                 |               | 1                 | \$1,400.00              |     | 4.80          |             |       |            |
| <u>Spot</u>                        | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>          |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |       |            |
| 1                                  | KSDK      | 10/22/12-10/28/12 |                 | Thu Prime C                 |       | 9-10P                 | ---Th----       | :30           |                   | <del>(\$1,400.00)</del> |     | 4.80          | NM          |       |            |
| See MG 3.2,3.3,3.4,3.5,3.6,3.7,3.8 |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| [NA/Oversold]                      |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
| 31                                 | KSDK      | 10/23/12          | 10/28/12        | Football Night in America   | CM    | 6-715p                | -----S          | :30           | 1                 | \$1,500.00              | P-3 | 6.00          | NM          | 1     | \$1,500.00 |
|                                    |           |                   |                 | Football In America         |       |                       |                 |               |                   |                         |     |               |             |       |            |
|                                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
| Week:                              |           | 10/22/12          | 10/28/12        | -----S                      |       |                       |                 |               | 1                 | \$1,500.00              |     | 6.00          |             |       |            |
| 32                                 | KSDK      | 10/27/12          | 10/27/12        | Sat Prime B                 | CM    | 8-9P                  | -----S-         | :30           | 1                 | \$400.00                | P-3 | 0.00          | NM          | 1     | \$400.00   |
|                                    |           |                   |                 | Chicago Fire                |       |                       |                 |               |                   |                         |     |               |             |       |            |
| ADD TO SKED                        |           |                   |                 |                             |       |                       |                 |               |                   |                         |     |               |             |       |            |
|                                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
| Week:                              |           | 10/22/12          | 10/28/12        | -----S-                     |       |                       |                 |               | 1                 | \$400.00                |     | 0.00          |             |       |            |
| 33                                 | KSDK      | 10/23/12          | 10/26/12        | M-F 4-5A                    | CM    | 4-5A                  | -TWTF--         | :30           | 1                 | \$50.00                 | P-1 | 0.00          | NM          | 1     | \$50.00    |
|                                    |           |                   |                 | 4-5A                        |       |                       |                 |               |                   |                         |     |               |             |       |            |
|                                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
| Week:                              |           | 10/22/12          | 10/28/12        | -TWTF--                     |       |                       |                 |               | 1                 | \$50.00                 |     | 0.00          |             |       |            |

Order / Rev: 711175  
 Alt Order #: 06301488  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Martin,E/ R / Attorney General  
 Product Desc: MARTIN FOR ATTY GEN  
 Estimate: C23C29

**KSDK**

| Ln    | Ch   | Start             | End             | Inventory Code         | Break             | Start/End Time | Days        | Len | Spots         | Rate     | Pri | Rtg Type | Spots | Amount      |
|-------|------|-------------------|-----------------|------------------------|-------------------|----------------|-------------|-----|---------------|----------|-----|----------|-------|-------------|
| 34    | KSDK | 10/25/12          | 10/25/12        | M-F 430-5p<br>Jeopardy | CM                | 430-5p         | ---T---     | :30 | 1             | \$825.00 | P-2 | 0.00 NM  | 1     | \$825.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |          |     |          |       |             |
| Week: |      | 10/22/12          | 10/28/12        | ---T---                | 1                 |                | \$825.00    |     | 0.00          |          |     |          |       |             |
|       |      |                   |                 |                        |                   |                |             |     |               |          |     | Totals   | 34    | \$25,600.00 |